

# SPORT AND ENTERTAINMENT MANAGEMENT, PH.D.

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The Ph.D. program in Sport and Entertainment Management is designed to meet the demand by the industry and educational institutions for high quality academicians with a sport and entertainment management background. Students will be given the opportunity to generate industry-specific knowledge through exposure to and participation in academic research with a discipline-specific application. Subsequently, as professors, they will be equipped to disseminate such knowledge to the public and industry stakeholders.

## Learning Outcomes

1. Upon completion of all core coursework, students will be familiar with key research in the areas of sport and entertainment management, marketing, finance and law.
2. Students will have the necessary skills to lead and conduct their own research projects, and be able to cooperate with, or support other scholars in their scholarly endeavors.
3. Students will acquire skills needed to teach in a college setting.